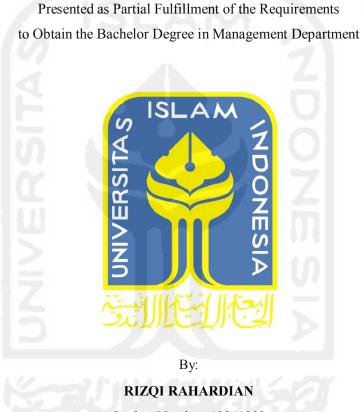
THE INFLUENCE OF PERCEIVED VALUE AND PRICE PERCEPTION TOWARD CUSTOMER LOYALTY

A THESIS



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